



USDA Weekly Retail Turkey Feature Activity

Fri. Jan 18, 2008

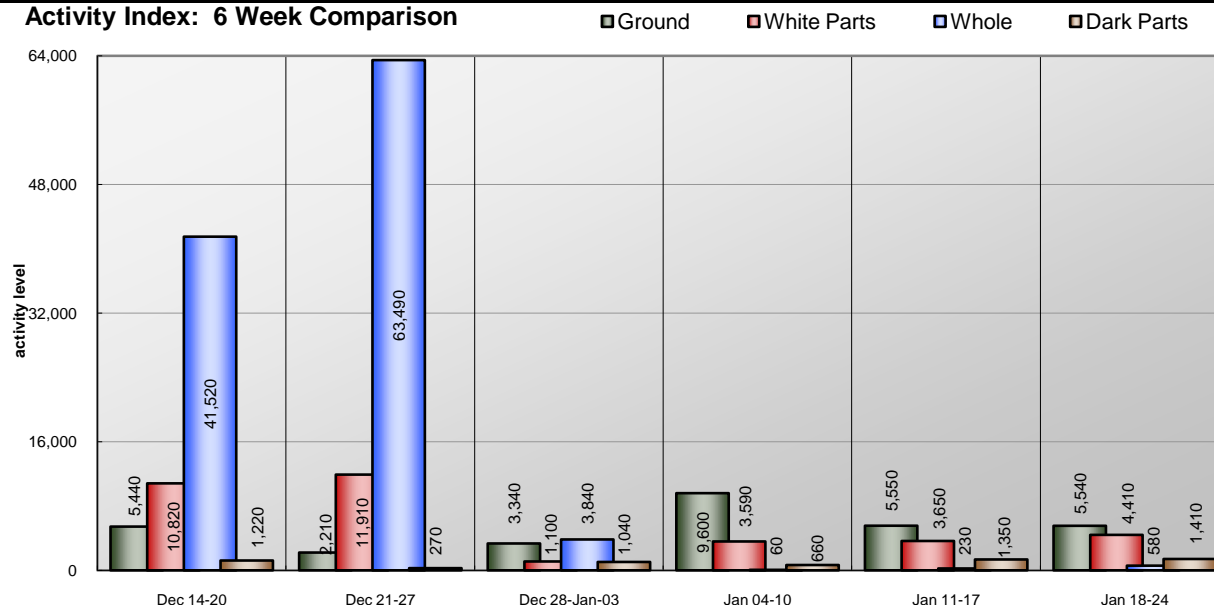
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 01/18 thru 01/24.

(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate 1/	51.0% of 17,000 outlets		53.5% of 17,000 outlets		38.6% of 17,000 outlets	
Special Rate 4/	4.2%		15.3%		7.3%	
Activity Index 2/	12,930		11,220		10,520	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens						
" - Toms						
Frozen - Hens	310	1.01	230	1.06	220	0.70
" - Toms	270	0.94			220	0.70
PARTS:						
Breast:						
Bone-in, whole						
Fresh	910	2.14	120	1.84	580	1.90
Frozen	320	1.78	230	1.73	330	1.50
Hotel Style						
Fresh					60	0.99
Frozen						
Split, bone-in						
Fresh	180	2.88				
Rotisserie	1,280	6.59	910	6.87	200	6.22
Boneless, whole	10	2.99				
Cutlets	1,330	4.16	880	4.18	770	4.43
Cutlets, thin sliced	100	4.99			110	4.99
Strips	100	4.54	370	4.08	40	3.99
Tenders	180	3.99	1,140	3.88	380	4.49
Marinated Tenders	400	4.18	180	3.79	1,080	3.83
Drumsticks	520	1.24	560	1.31	490	1.12
Thighs	350	1.34	150	1.28		
Wings	460	1.22	540	1.31	480	1.12
Necks	60	1.39	90	1.19	40	1.29
Smoked Drumsticks	10	1.69				
Smoked Wings	10	1.69	10	1.59		
Smoked Necks						
GROUND TURKEY:	5,540	2.55	5,550	2.32	5,410	2.65
Patties	770	2.87	530	2.74	110	2.49
Sausage	1,180	2.75	1,270	2.42	1,870	2.39
85% lean	650	1.69	920	1.79	470	1.59
93% lean	2,300	2.24	2,150	1.89	1,850	2.36
Breast	640	3.77	680	3.87	1,110	4.02
Rolls (frsh/frz 1 lb.)	590	1.29	260	1.26	110	1.11

Note: rolls not included in ground fresh ground turkey total and weighted average.

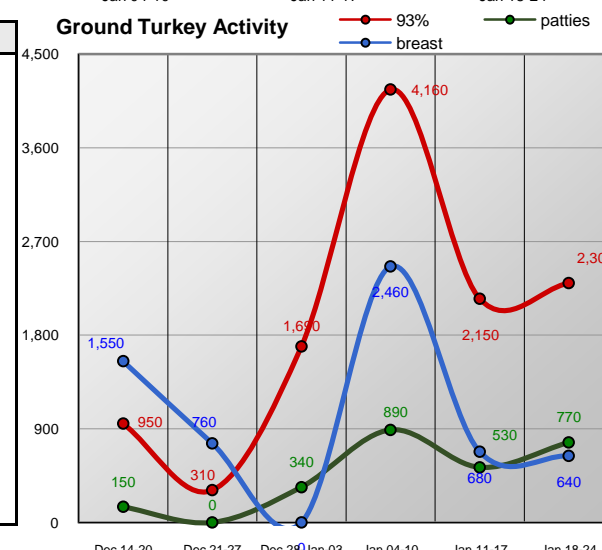
Activity Index: 6 Week Comparison



Turkey Featuring - 01/18 thru 01/24

Retail activity is up slightly this week. Offers increase on frozen hens, and toms reappear in the circulars after a brief absence. Ads breaking late in the week are very active on fresh bone-in breasts, mostly in the East. Prices on fresh and frozen bone-in breasts are stronger than the previous week and a year earlier. Rotisserie breasts are more available and prices are more competitive. Cutlets are widely featured in the East this week and marinated tenders are more available. A wide array of dark parts are available, everything except smoked necks. Offers of ground items are about the same as the previous week and a year ago. Average prices are higher on most items when compared to last week.

Ground Turkey Activity



All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

1/ FEATURE RATE: the amount of sampled stores advertising any reported turkey item during the current week, expressed as a percentage of the total sample. **2/ ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised turkey item (e.g., a retailer with 100 outlets featuring 3 turkey items has an activity index of 300). **3/ STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/ SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



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	EASTERN U.S. (CT,DC,DE,FL,GA,MA,MD,ME,NC,NH,NJ, NY,PA,RI,SC,VA,VT,WV)			CENTRAL U.S. (AL,AR,IA,IL,IN,KS,KY,LA,MI,MN,MO,MS,ND, NE, OH, OK,SD,TN,TX,WI)			WESTERN U.S. (AZ,CA,CO,ID,MT,NM,NV,OR,UT,WA,WY)		
Feature Rate 1/ Special Rate 4/ Activity Index 2/	52.7% of 7,950 sampled outlets 0.7% of stores w/ no-price promotions Activity Index = 6,800			40.3% of 5,300 sampled outlets 10.6% of stores w/ no-price promotions Activity Index = 2,430			62.2% of 3,750 sampled outlets 2.1% of stores w/ no-price promotions Activity Index = 3,110		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
WHOLE BIRDS:									
Fresh - Hens									
" - Toms									
Frozen - Hens	0.79 - 1.19	180 1.09		0.89	130 0.89				
" - Toms	0.69 - 1.19	260 0.95		0.69	10 0.69				
PARTS:									
Breast:									
Bone-in, whole									
Fresh	0.99 - 2.99	740 2.26		1.49 - 1.89	160 1.52		2.99	10 2.99	
Frozen	1.49 - 1.79	200 1.69		1.49 - 1.99	110 1.93		1.99	10 1.99	
Hotel Style									
Fresh									
Frozen									
Split, bone-in									
Fresh	2.49	40 2.49					2.99	140 2.99	
Rotisserie	5.99 - 7.99	630 6.81		5.99 - 6.99	510 6.22		6.99	140 6.99	
Boneless, whole							2.99	10 2.99	
Cutlets	3.99 - 4.49	1,100 4.09		3.99	20 3.99		4.54 - 4.55	210 4.55	
Cutlets, thin sliced	4.99	100 4.99							
Strips							4.54	100 4.54	
Tenders	3.99	50 3.99		3.99	20 3.99		3.99 - 4.00	110 4.00	
Marinated Tenders	3.73 - 4.26	390 4.20					3.49	10 3.49	
Drumsticks	1.19 - 1.49	260 1.29		1.18	230 1.18		0.99 - 1.49	30 1.28	
Thighs	1.59 - 1.79	100 1.72		1.18 - 1.29	240 1.18		1.29	10 1.29	
Wings	1.19 - 1.49	220 1.27		1.18	230 1.18		0.99	10 0.99	
Necks	1.39	60 1.39							
Smoked Drumsticks				1.69	10 1.69				
Smoked Wings				1.69	10 1.69				
Smoked Necks									
GROUND TURKEY:									
Patties	2.29 - 2.69	110 2.63		2.50	120 2.50		3.00	540 3.00	
Sausage	2.40 - 3.99	740 2.97		2.08 - 3.19	250 2.64		2.05	190 2.05	
85% lean	1.14 - 1.69	250 1.46		1.72 - 2.00	80 1.90		1.79 - 2.39	320 1.82	
93% lean	1.53 - 2.33	1,100 2.07		1.53 - 2.39	140 1.93		2.00 - 2.80	1,060 2.45	
Breast (99-100% lean)	3.84	270 3.84		3.33 - 3.49	160 3.35		3.99 - 4.00	210 4.00	
Rolls (frsh/frz 1 lb.)				1.00 - 1.50	570 1.29		1.25	20 1.25	